

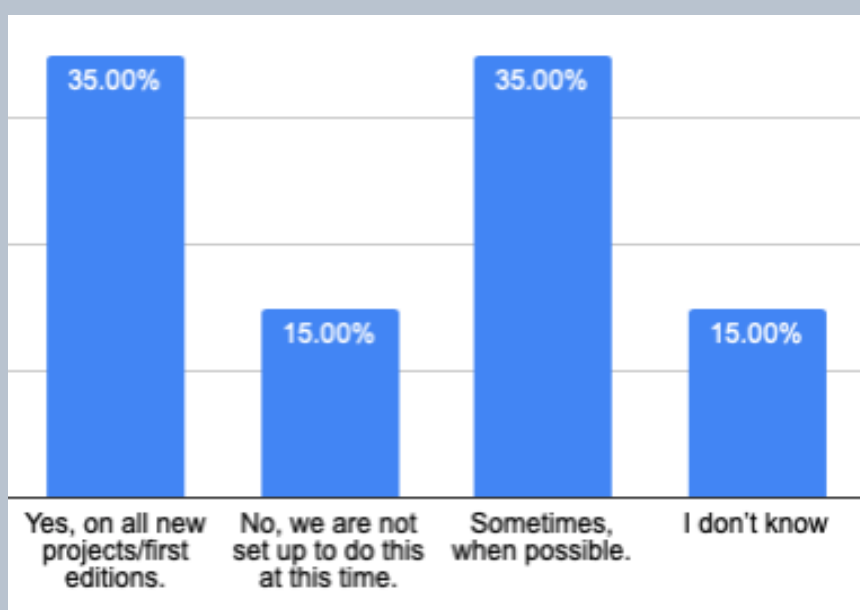
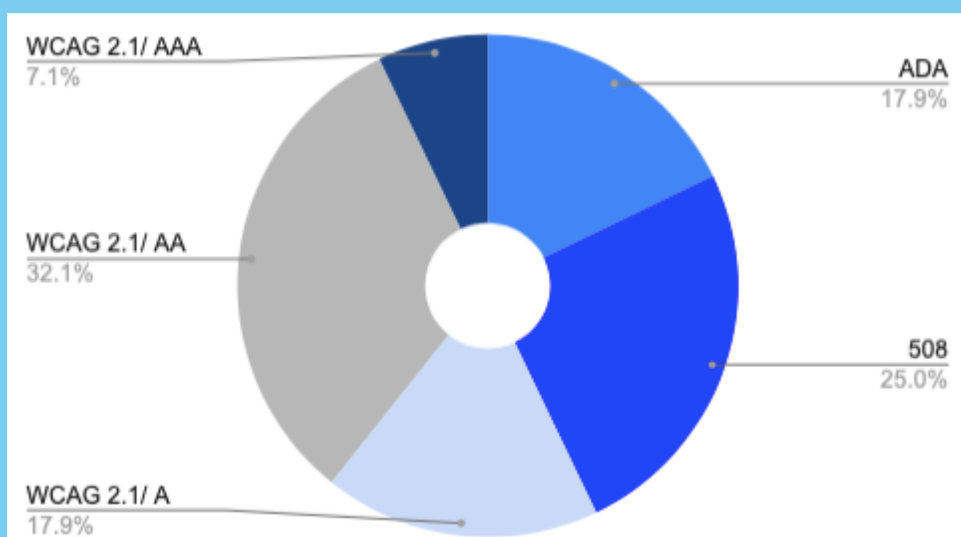
# APTARA

## ACCESSIBILITY

### Educational Content Provider Survey Results

#### STANDARDS

When asked what accessibility standards or laws is your company seeking to meet, the majority said WCAG 2.1 Level AA.

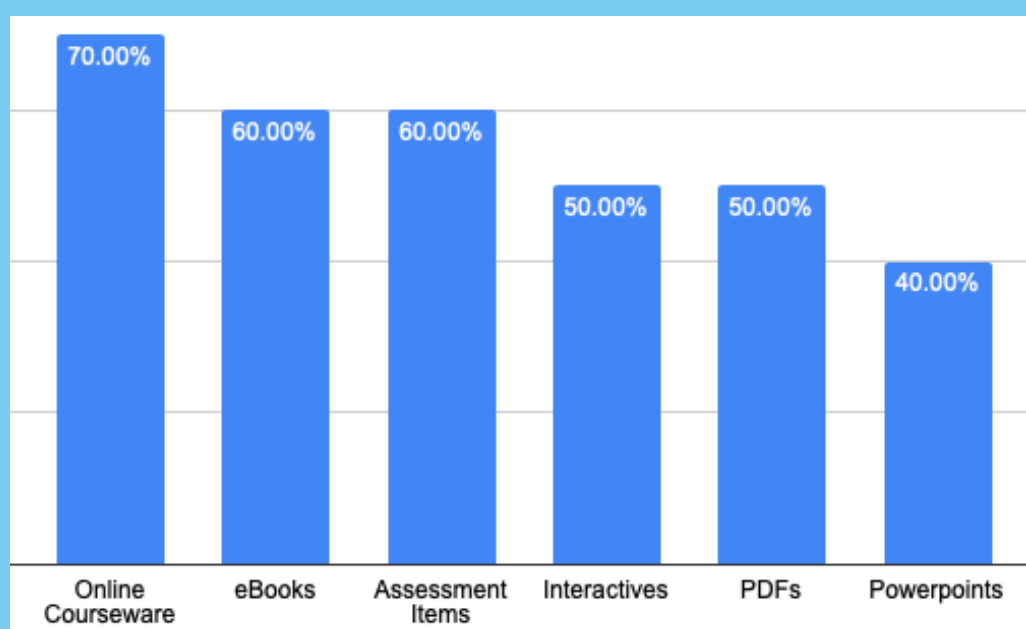


#### WORKFLOW

When asked if their company was using an accessibility-first workflow, 35% of participants indicated they do on all new products/first editions. Another 35% said they implement this workflow, "sometimes, when possible."

#### ACCESSIBLE ASSETS

Participants indicated the assets for which they are focusing their accessibility efforts. Others included websites, portals and apps.



#### AUDIT & REMEDIATION

25% of participants indicated they are having external accessibility audits on their content. When asked what services they are utilizing in order to make their content accessible, the majority of participants said they are alt-text short/long descriptions for images (55%) and the development of transcripts/closed captioning/video descriptions for video. Others include UI/UX Improvements (5%), HTML updates (15%), tab Indexing (20%), keyboard access implementation (20%), and image modification (10%).



\*RESULTS BASED ON 20 EDUCATIONAL CONTENT PROVIDER PARTICIPANTS.

FOR MORE INFORMATION CONTACT